



ROBERT G. ATKINS

AGRICULTURAL COMMISSIONER/
SEALER OF WEIGHTS AND
MEASURES

County of San Diego

DEPARTMENT OF AGRICULTURE WEIGHTS AND MEASURES
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TO: ALL RETAILERS

NEW POINT OF SALE CUSTOMER DISPLAY LAW

Effective January 1, 2007, the County of San Diego, Department of Agriculture, Weights and Measures will begin enforcing Section 13300 of the California Business and Professions Code which requires customer displays for all point-of-sale stations. Specifically, this section will require:

- Any business that uses a point-of-sale system to have a display of the prices charged visible to the customer from a reasonable and typical position.
- When a price reduction or discount regarding an item is advertised, the checkout system customer indicator shall display either the discounted price for that item, or alternatively, the regular price and a credit or reduction of the advertised savings.
- Any surcharges and the total value to be charged for the overall transaction also shall be displayed for the consumer at least once before the consumer is required to pay for the goods or services.
- "Point-Of-Sale System" means any computer or electronic price lookup system that retrieves the price of the item being purchased.

The Sealer is authorized to levy a civil penalty against a person violating any provision of this law or regulation adopted pursuant to this law, of not more than one thousand dollars (\$1,000) for each violation.

Also, please remember that it is the responsibility of the owner/operator of a business to obtain a current permit from this Department before using their automatic point-of-sale checkout system.

Our office is open to the public from 8:00 a.m. to 5:00 p.m., Monday through Friday. If you have any questions or need assistance, please contact us at (858) 694-2778. We will be happy to assist you.

ROBERT G. ATKINS
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